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ABSTRACT

During a door-to-door campaign in August, 1978, 27 South Oklahoma City Junior College (SOCJC) employees distributed approximately 7,000 packets containing a college schedule, a stockholders' report, and a mail-back questionnaire. Additionally, 221 personal interviews were conducted. Of those interviewed, 94.6% had heard of the school. Of those, 69.9% felt positive about SOCJC, while only 4.8% had negative feelings towards the school. Approximately 41% of those aware of the college had heard of it through personal contacts; 40% had been living in the area and had seen the college being built; 18% indicated that they had become aware of the college through the newspaper. Of the 69 respondents who had participated in educational activities over the previous four years, 56.5% had attended SOCJC. The data obtained from the 52 questionnaires that were returned indicated that Monday through Thursdays were the preferred days for classes, and early evening was the preferred time. Recreational courses, such as Outdoor Sports, Music, and Art were the most popular, while Home Improvement courses rated second. The study report includes sample questionnaires as well as item-by-item responses. (Author/JP)

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INSTITUTIONAL RESEARCH

Fiscal Year 1979

Community Survey, Summer, 1978

Research Monograph I

Office of Planning and Development
South Oklahoma City Junior College

September, 1978

JC 790 623

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At the beginning of August, 1978, college employees were asked to volunteer to take part in a door-to-door campaign in which they would distribute literature about the college and a mail-back questionnaire and, in some cases, conduct a personal interview to obtain the community's feelings about the school. Twenty-seven college employees participated in the canvassing. They were divided into eight groups, with each group covering a portion of the area from Highway 62 on the west to Santa Fe on the east, and from Southwest 89th on the south to Southwest 29th on the north. The eight smaller areas that the teams covered are shown in Table I.

During the two-week period from August 7 to August 18, approximately 7,000 packets containing a college schedule, a stockholder's report, and a mail-back questionnaire were distributed, and 221 personal contacts were made. A copy of the personal interview questionnaire can be found in Table II, with Table III containing a tally of the responses to the interview. Basically, 94.6% had heard of the school, and of those, 69.9% feel positive about the school, with only 4.8% having negative feelings. Approximately forty-one percent of those aware of the college had heard of it through personal contacts, with about that same percent having been in the area when it was built. Newspaper and personal contacts are the most used sources of the information about the college and its activities. When asked about educational activities participated in over the past four year, 55.2% indicated that they had not participated in any. Of the 69 who had participated in activities, 56.5% indicated they had come to SOCJC, with the next greatest number (6,or 8.7%) being at OSU Technical Institute.

A copy of the mail-back questionnaire can be found in Table IV with the information obtained being found in Table V. The data obtained from the 52

returned questionnaires would appear to indicate that Mondays through Thursdays are better days for classes and early evening is the best time. Recreational activities, such as Outdoor Sports, Music, and Art, rank number one in desired courses, with Home Improvement being the next most popular type course.

For any added information, feel free to contact the Research Office.

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TABLE II

COMMUNITY SURVEY

Introduction and Statement of Purpose

I. Have you heard of SOCJC before today?

_____YES

A. *What are your general feelings about the school?*

_____Positive

_____Neutral

_____Negative

Comments:

_____

_____

_____

B. *How did you become aware of the college?*

_____Newspaper

_____TV

_____Radio

_____Personal contacts

_____College pamphlets

_____Bulletin

_____Signs

Other: _____

C. *What sources do you use to get information about the college and its activities?*

Same as question B

_____NO

II. *HAVE YOU TAKEN PART IN ANY (OR ANY OTHER) EDUCATIONAL ACTIVITY IN THE PAST FOUR YEARS?*

_____YES

A. Where?_____

_____

_____

_____

B. Did you have any problems in attending?

___Cost

___Location

___Child care

___Transportation

___Time

___Other:_____

_____

_____

_____

_____

_____NO

A. Why haven't you?

___Cost

___Location

___Child care

___Transportation

___Time

___Other:_____

_____

_____

_____

_____

TABLE III

RESPONSES TO PERSONAL INTERVIEW

N=221

QUESTION	# OF RESPONSES
I. Have you heard of SOCJC?	
YES	209
NO	12
II. What are your general feelings?	
Positive	146
Neutral	60
Negative	15
III. How did you become aware of the college?	
Newspaper	38
TV	17
Radio	19
Signs	7
Personal Contact (friends and relations)	86
College Pamphlet	15
Bulletin	14
Other--	
a) Through S.E. High School	2
b) Banking program	4
c) Living in the area and saw it being built	82
d) Phone book	1
IV. Sources of information?	
Newspaper	50
TV	15
Radio	16
Signs	3
Personal contacts	49
College Pamphlets	30
Bulletin	12
Other--	
a) Crossroads	2
b) Mail	13
c) TV Guide	1
V. Taken part in educational activities in the past four years?	
YES	69
NO	85

TABLE III

QUESTION	# OF RESPONSES
VI. Have attended classes at?	
SOCJC	39
OSU Technical Institute	6
Capitol Hill High	6
Moore-Norman Vo-Tech	4
ORJC	4
CSU	3
OSU	3
OBU	1
Southeast High	1
Texas Junior College	1
Fort Worth Public Schools	1
American College of Health Careers	1
OU	1
NWOSU	1
Real Estate	1
Canadian Valley V. Tech	1
VII. Have not attended classes because?	
Cost	1
Location	0
Child Care	0
Transportation	0
Time	2
Other	11

TABLE IV

COMMUNITY SURVEY FOR SOUTH OKLAHOMA CITY JUNIOR COLLEGE

In an attempt to meet the needs of the people in the community, we would appreciate your taking a few minutes to respond to this questionnaire and then mail it back by folding and fastening it to make use of the addressed, postage-paid section.

I. From the following list of programs and services offered at SOCJC, check those in which you have participated in Column I and those in which you would be interested in participating in Column II.

ACTIVITY	Column I Activities participated in		Column II Activities interested in participating in	
A. Community Service Programs (Non-Credit)				
1. Workshops				
2. Lectures				
3. Seminars				
4. Short courses (classes)				
5. Conferences				
6. Mini-seminars				
7. Children's programs (drama, art, etc.)				
8. Other (specify)				
9. Other (specify)				
B. Recreational Activities				
1. Courses (example: tennis, dance)				
2. Special-events (example: college-sponsored parties and activities)				
3. Art exhibits				
4. Music and drama productions				
5. Other (specify)				
6. Other (specify)				
C. Educational Activities				
1. Job entry or career programs				
2. Transfer programs				
3. American Institute of Banking				
4. Learning Resources Center (library)				
5. Speakers Bureau (faculty and staff speakers)				
6. Adult high school classes (GED)				
7. Self-improvement courses				
8. Talk-Back TV				
9. College credit courses				
10. Other (specify)				
11. Other (specify)				
D. Services				
1. Financial aids				
2. Job placement				
3. Counseling				
4. Veterans services				
5. Facilities usage				
6. Other (specify)				
7. Other (specify)				

II. In any of the programs or services you indicated you would be interested in, what topics would you like covered? (Example: art, music, business, home improvement, etc.)

_____

III. If you were to participate in activities, when would it be more convenient?

DAY		TIME	
Monday	Thursday	Morning	Early evening
Tuesday	Friday	Early afternoon	Late evening
Wednesday	Saturday	Late afternoon	

IV. Would you be more interested in participating in:

Activities which would give college credit

Non-credit activities

Both credit and non-credit activities

V. If you would like to be put on a mailing list, please fill out the information below:

Name _____

Address _____

_____

TABLE V

RESPONSES TO

COMMUNITY SURVEY FOR SOUTH OKLAHOMA CITY JUNIOR COLLEGE

In an attempt to meet the needs of the people in the community, we would appreciate your taking a few minutes to respond to this questionnaire and then mail it back by folding and fastening it to make use of the addressed, postage-paid section.

I. From the following list of programs and services offered at SOCJC, check those in which you have participated in Column I and those in which you would be interested in participating in Column II.

ACTIVITY	Column I Activities participated in	Column II Activities interested in participating in
A. Community Service Programs (Non-Credit)		
1. Workshops	2	12
2. Lectures	0	7
3. Seminars	1	9
4. Short courses (classes)	4	21
5. Conferences	0	3
6. Mini-seminars	1	5
7. Children's programs (drama, art, etc.)	1	16
8. Other (specify)	1	2
9. Other (specify)	0	2
B. Recreational Activities		
1. Courses (example: tennis, dance)	8	22
2. Special-events (example: college-sponsored parties and activities)	2	6
3. Art exhibits	2	6
4. Music and drama productions	2	12
5. Other (specify)	0	1
6. Other (specify)	0	1
C. Educational Activities		
1. Job entry or career programs	2	11
2. Transfer programs	2	6
3. American Institute of Banking	2	6
4. Learning Resources Center (library)	5	5
5. Speakers Bureau (faculty and staff speakers)	0	5
6. Adult high school classes (GED)	0	5
7. Self-improvement courses	0	21
8. Talk-Back TV	1	1
9. College credit courses	14	17
10. Other (specify)	2	3
11. Other (specify)	2	3
D. Services		
1. Financial aids	1	6
2. Job placement	0	7
3. Counseling	2	3
4. Veterans services	2	1
5. Facilities usage	2	5
6. Other (specify)	0	0
7. Other (specify)	0	0

QUESTION	# OF RESPONSES
II. Days which would be convenient?	
Monday	22
Tuesday	26
Wednesday	24
Thursday	20
Friday	8
Saturday	7
III. Time interested in?	
Morning	11
Early Afternoon	6
Late Afternoon	5
Early Evening	27
Late Evening	12
IV. Would you be interested in	
College credit courses	12
Non-credit courses	12
Both credit and non-credit	22
V. What type of activities would be of interest	
Outdoor Recreation (biking, backpacking, hiking, swimming, tennis, nature study, and birdwatching)	9
Art and Music	8
Home Improvement	7
Business	5
Medical Careers	2
Children's Activities (drama and art)	2
Law	1
Real Estate	1
Karate	1
Auto Mechanics	1
GED	1
Women's Exercises	1
Cosmetology	1
Sewing	1
Career Training	1
Photography	1
Ecology	1
Meditation	1
Typing	1
Chemistry	1
General Education	1
Counseling for Children	1
Planning of Inexpensive Trips	1

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